



# goinGDutch

Sector initiative

on behalf of ICT Group

CO2\_goinGDutch\_initiative  
Sustainability report  
Version: 4.0

## Table of contents

<b>Table of contents</b>	<b>2</b>
<b>Document information</b>	<b>3</b>
<b>History</b>	<b>4</b>
<b>1. Mission and vision</b>	<b>5</b>
<b>2. Project</b>	<b>6</b>
2.1. Aim	6
2.2. Targets	6
2.3. Involved participants	7
2.4. Planning	7
2.5. Budget	7
2.6. Progress	8
2.7. Communication	8
<b>3. Progress / developments</b>	<b>10</b>
<b>Appendix Reduction target</b>	<b>12</b>

## Document information

Reference	Description
Document	goinGDutch
Project	Sector initiative
Authors	P. Lamers
Client	ICT Group
DocumentID	CO2_goinGDutch_initiative
Status	Update
Date	17-04-2026
Classification	Public (R4)
Version	4.0

**ICT Group B.V.**  
Kopenhagen 9  
2993 LL Barendrecht  
The Netherlands

info@ict.nl  
+31 (0)88 908 2000

## History

Verion	Date	Autor	Description
0.1	07-04-2022	P. Lamers	Initial version
0.2	25-04-2022	H. van der Linden	Update paragraph 3.2
1.0	25-04-2022	P. Lamers	Final version
1.1	04-07-2024	P. Lamers	Update
2.0	04-07-2024	M. Vrisekoop	Final version
2.1	06-10-2025	M. Vrisekoop	Update
3.0	15-10-2025	M. Vrisekoop	Final version
3.1	16-04-2026	M. Vrisekoop	Update
4.0	17-04-2026	M. Vrisekoop	Final

## 1. Mission and vision

### *WE ARE GOINGDUTCH*

We are passionate cyclists who started out in 2019 in response to a specific request from Schiphol: was there a way to get 10,000 of the airport's 70,000 employees coming to work by bike?

goingDutch emerged from an ideology centred on building on The Future Of Cycling, but which recognised that the challenges presented by urbanisation and mobility are too complex to be solved by one party alone.

Through this initiative, BAM Infra, Schiphol, Microsoft and OrangeNXT (part of ICT Group) have joined forces, working as partners to benefit governments, businesses and end users. In the past, we would all provide our own separate pieces of the puzzle, but now we focus on the end result together, working on new concepts and services that place end users front and centre.

### *WE SEE*

... that there are major issues where mobility, health and fitness, and the climate are concerned. We see increasing urbanisation. People commuting between their home and work, city-centre logistics, schoolchildren and tourists all make a significant contribution to these issues.

We also see health and fitness becoming increasingly important. A healthy diet and sufficient exercise reduce the risk of illness and make you happier and more productive. And we see more people wanting a green environment, along with a conscious change in travel behaviour resulting in lower carbon emissions.

### *WE BELIEVE*

... that the bicycle as a means of transport can be a significant part of the solution to issues surrounding mobility, health and fitness, sustainability and liveability, and that bikes can become at least equally as important for commuting and city-centre travel as cars and public transport. Bicycles take you quickly and predictably from A to B without any delays, and produce no or next to no carbon. Cycling is also beneficial to physical and mental health.

We believe that we can use technology to increase cycling safety, and to make it more attractive and fun. And that together, we can get more people cycling greater distances (makes *you* cycle).

### *AND THATS WHY WE WANT*

... to make cycling a *valuable alternative* for commuting and city-centre travel.

## 2. Project

### 2.1. Aim

The mission and vision will be implemented by focusing on three aspects:

#### *Connecting*

We are connecting the Living Lab Schiphol to local authorities and the business community, and responding to local ambitions, issues and situations as we do so. And by conducting research in collaboration with universities, we are connecting services and behaviour to the achievement of common goals for authorities, business and industry, and users.

#### *Cyclist as the focus*

In everything we do, the cyclist comes first. We aim to make bicycles a valuable alternative to cars and public transport and do everything we need to in order to facilitate and understand cyclists. We then use that information to build technological solutions.

#### *Technology*

By making smart use of technology, we can remove any obstacles that stop people from cycling. To achieve this, the four companies are working together as they learn and then design and build new concepts and services that provide effective solutions.

### 2.2. Targets

The targets will vary per project / implementation area but will focus on improving:

#### 2.2.1. Mobility

Improved balance in mobility

- Digital infrastructure (for bicycles)
- Car parking spaces x% ↓
- Traffic volumes x% ↓
- Improved accessibility x%
- Charging facilities x%
- Bike Assistant x%

#### 2.2.2. Health and fitness

Improved productivity

- Lower costs x% ↓
- Absenteeism x% ↓
- Making fitness accessible to all x%

- Cycling community x%
- Exercise when working from home too x%

### 2.2.3. Sustainability

Smaller footprint

- Carbon reduction of x% ↓
- Contributing to the solving of societal challenges

## 2.3. Involved participants

Through this initiative, under the auspices of the *Ministry of Infrastructure & Water Management*, companies *BAM Infra*, *Schiphol* and *ICT Applied Solutions* (formally *OrangeNXT*) (part of ICT Group) have joined forces, working as partners to benefit governments, businesses and end users. In the past, we would all provide our own separate pieces of the puzzle, but now we focus on the end result together, working on new concepts and services that place end users front and centre.

## 2.4. Planning

GoinGDutch comprises of various projects and product developments:

Project	Planning	Status
<b>goinGDutch (general)</b>	2019 – present (no end date)	Ongoing
<b>Green Business Club Zaanstad</b>	2023- present	Ongoing
<b>Eindhoven Northwest</b>	Phase 1: 2022-Q1 – 2022-Q2 Phase 2: 2022-Q3 – 2022-Q4 Phase 3: 2023 – 2024 Phase 4: 2025	Completed Completed Planned Stopped
<b>Bike Assistant</b>	Phase 1: 2020-04 – 2020-09 Phase 2: 2021-06 – 2022-03 Pilot 2022-2024 Release introduction	Completed Completed Ongoing To be planned
<b>Area 30</b>	2020-09 2022-06 2023-2024	Pilot MVP Closed
<b>FietsPadvinder</b>	2021-12	Released, ongoing
<b>Fiets Servicepunt</b>	2025	Started
<b>Toertje</b>	2024	Closed
<b>Deelfietsenprogramma Schiphol</b>	2023-present	Ongoing

## 2.5. Budget

ICT Group invests both in hours and in euros.

General and Project specific budgets are available and approved by management.

## 2.6. Progress

Monday 24 November marked the official launch of the new Schiphol Noord Cycle Service Point: a key central facility that will make cycling even more attractive and accessible for Schiphol staff and visitors. The service point is expected to open in second half of 2026. From then on, you'll be able to visit for bike repairs, maintenance, servicing and advice.

In addition to being a bicycle service point, this will also be a place where people who are distanced from the labour market can be trained as bicycle repairers.

The Bicycle Service Point will be located on Loevesteinse Randweg, next to the Schiphol North bus station. Here, cyclists can stop by for a cup of coffee, bicycle repairs, shared bikes or simply to take a break, and it offers a combination of maintenance, repairs and the convenience of switching to a bicycle. The facility contributes to Schiphol's role as a multimodal hub, where efficient, more sustainable and healthy mobility play an important part.

## 2.7. Communication

Communication about goinGDutch is primarily done on the social channels and the goinGDutch website. The participants also communicate on their own corporate websites.

Description	Reference
Luchtvaart Community Schiphol	<a href="https://www.luchtvaartcommunityschiphol.nl/nieuws/startsein-fietsservicepunt-schiphol-noord">https://www.luchtvaartcommunityschiphol.nl/nieuws/startsein-fietsservicepunt-schiphol-noord</a>
Vervoersregio Amsterdam	<a href="https://vervoerregio.nl/artikel/20260122-het-nieuwe-fietsservicepunt-bij-schiphol">https://vervoerregio.nl/artikel/20260122-het-nieuwe-fietsservicepunt-bij-schiphol</a>
Royal BAM Group	<a href="https://www.bam.com/nl/pers/persberichten/2025/12/start-realisatie-fietsservicepunt-bij-busstation-schiphol-noord">https://www.bam.com/nl/pers/persberichten/2025/12/start-realisatie-fietsservicepunt-bij-busstation-schiphol-noord</a>
goinGDutch website	<a href="https://goingdutch.bike/en/">https://goingdutch.bike/en/</a>
goinGDutch social	LinkedIn: <a href="https://www.linkedin.com/company/goingdutch/">https://www.linkedin.com/company/goingdutch/</a> Twitter: <a href="https://twitter.com/goingdutchbike">https://twitter.com/goingdutchbike</a> Instagram: <a href="https://www.instagram.com/goingdutch_cycling/">https://www.instagram.com/goingdutch_cycling/</a> Facebook: <a href="https://www.facebook.com/goinGDutchmakesyoucyle/">https://www.facebook.com/goinGDutchmakesyoucyle/</a>
ICT Group website	<a href="https://ictgroup.eu/">https://ictgroup.eu/</a> <a href="https://www.ict.eu/nl/newsroom/nieuws/start-bouw-fietsservicepunt-schiphol-noord">https://www.ict.eu/nl/newsroom/nieuws/start-bouw-fietsservicepunt-schiphol-noord</a>
ICT Group social	LinkedIn: <a href="https://www.linkedin.com/company/ict_group">https://www.linkedin.com/company/ict_group</a> Twitter: <a href="https://twitter.com/ICT_Group">https://twitter.com/ICT_Group</a> Instagram: <a href="https://www.instagram.com/ictgroupbv/">https://www.instagram.com/ictgroupbv/</a> Facebook: <a href="https://www.facebook.com/ICTGroup">https://www.facebook.com/ICTGroup</a> YouTube: <a href="https://www.youtube.com/user/ICTAutomatisering">https://www.youtube.com/user/ICTAutomatisering</a>
OrangeNXT website	<a href="https://orangenxt.com/">https://orangenxt.com/</a>

<b>Together we cycle</b>	<a href="https://togetherwecycle.eu/">https://togetherwecycle.eu/</a>
<b>BAM Infra</b>	<a href="https://www.baminfra.nl/aan-het-woord/goingdutch">https://www.baminfra.nl/aan-het-woord/goingdutch</a> <a href="https://www.bam.com/nl/duurzaam/innovaties/smart-snel fietsroutes">https://www.bam.com/nl/duurzaam/innovaties/smart-snel fietsroutes</a> <a href="https://greenbusinessclub.nl/zaanstad/2023/07/12/goingdutch-nieuwe-participant-van-green-business-club-zaanstad/">https://greenbusinessclub.nl/zaanstad/2023/07/12/goingdutch-nieuwe-participant-van-green-business-club-zaanstad/</a> <a href="https://www.linkedin.com/posts/baminfra_voorenmooiernederland-activity-7180814654166745088-PC2f?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/baminfra_voorenmooiernederland-activity-7180814654166745088-PC2f?utm_source=share&amp;utm_medium=member_desktop</a> <a href="https://www.baminfra.nl/nieuws/2024/4/samen-met-fietsersbond-en-makers-ommetje-lanceren-we-nieuwe-fietsstimuleringsapp">https://www.baminfra.nl/nieuws/2024/4/samen-met-fietsersbond-en-makers-ommetje-lanceren-we-nieuwe-fietsstimuleringsapp</a>
<b>Schiphol</b>	<a href="https://nieuws.schiphol.nl/groot-schiphol-ondernemers-en-bestuurders-stappen-samen-op-de-fiets-in-schipholregio/">https://nieuws.schiphol.nl/groot-schiphol-ondernemers-en-bestuurders-stappen-samen-op-de-fiets-in-schipholregio/</a> <a href="https://www.spotschiphol.nl/nl/news/goingdutch-fiets-je-vitaal">https://www.spotschiphol.nl/nl/news/goingdutch-fiets-je-vitaal</a> <a href="https://www.kiesdefiets.nl/fietsambassadeurs/vliegveld-schiphol">https://www.kiesdefiets.nl/fietsambassadeurs/vliegveld-schiphol</a> <a href="https://grootschipholbereikbaar.nl/">https://grootschipholbereikbaar.nl/</a> <a href="https://www.linkedin.com/posts/amsterdam-bike-city_can-cycling-be-an-attractive-option-for-employees-activity-7100793938466222080-0Jx1?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/amsterdam-bike-city_can-cycling-be-an-attractive-option-for-employees-activity-7100793938466222080-0Jx1?utm_source=share&amp;utm_medium=member_desktop</a> <a href="https://www.linkedin.com/posts/baminfra_voorenmooiernederland-activity-7180814654166745088-PC2f?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/baminfra_voorenmooiernederland-activity-7180814654166745088-PC2f?utm_source=share&amp;utm_medium=member_desktop</a> <a href="https://www.linkedin.com/posts/camielbos_schiphol-en-hely-starten-nieuw-deelfietsprogramma-activity-7084510800496717824-wXLB?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/camielbos_schiphol-en-hely-starten-nieuw-deelfietsprogramma-activity-7084510800496717824-wXLB?utm_source=share&amp;utm_medium=member_desktop</a>
<b>Other:</b>	<a href="https://graphicinvention.nl/project/goingdutch/">https://graphicinvention.nl/project/goingdutch/</a>  <a href="https://www.linkedin.com/posts/mike-van-vliet-35273810_prachtige-week-gehad-afgelopen-dagen-activity-7102529928989962240-VmgR?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/mike-van-vliet-35273810_prachtige-week-gehad-afgelopen-dagen-activity-7102529928989962240-VmgR?utm_source=share&amp;utm_medium=member_desktop</a> <a href="https://www.linkedin.com/posts/europa-in-vlaams-brabant_stargategreendeal-stargate-fietsen-activity-7080105745744060416-pUmc?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/europa-in-vlaams-brabant_stargategreendeal-stargate-fietsen-activity-7080105745744060416-pUmc?utm_source=share&amp;utm_medium=member_desktop</a> <a href="https://www.linkedin.com/posts/activity-7084105316891549696-Eg8a?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/activity-7084105316891549696-Eg8a?utm_source=share&amp;utm_medium=member_desktop</a> <a href="https://www.linkedin.com/posts/amsterdam-bike-city_can-cycling-be-an-attractive-option-for-employees-activity-7100793938466222080-0Jx1?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/amsterdam-bike-city_can-cycling-be-an-attractive-option-for-employees-activity-7100793938466222080-0Jx1?utm_source=share&amp;utm_medium=member_desktop</a>

### 3. Progress / developments

Year	Developments
2025	<ul style="list-style-type: none"> <li>• <a href="https://www.baminfra.nl/nieuws/2024/4/samen-met-fietsersbond-en-makers-ommetje-lanceren-we-nieuwe-fietsstimuleringsapp">https://www.baminfra.nl/nieuws/2024/4/samen-met-fietsersbond-en-makers-ommetje-lanceren-we-nieuwe-fietsstimuleringsapp</a></li> <li>• <a href="https://vervoerregio.nl/artikel/20260122-het-nieuwe-fietservicepunt-bij-schiphol">https://vervoerregio.nl/artikel/20260122-het-nieuwe-fietservicepunt-bij-schiphol</a></li> <li>• <a href="https://www.luchtvaartcommunityschiphol.nl/nieuws/startsein-fietservicepunt-schiphol-noord">https://www.luchtvaartcommunityschiphol.nl/nieuws/startsein-fietservicepunt-schiphol-noord</a></li> </ul>
2024	<ul style="list-style-type: none"> <li>• Krant de Woudenberger: <a href="https://www.dewoudenberger.nl/lokaal/mensen/1021947/bijeenkomst-over-veilig-fietsen-rechtaardige-straten-in-woud#closemodal">https://www.dewoudenberger.nl/lokaal/mensen/1021947/bijeenkomst-over-veilig-fietsen-rechtaardige-straten-in-woud#closemodal</a></li> <li>• U Today (Universiteit Twente): <a href="https://www.utoday.nl/science/74080/we-willen-fietsen-veiliger-en-plezieriger-maken">https://www.utoday.nl/science/74080/we-willen-fietsen-veiliger-en-plezieriger-maken</a></li> <li>• BAM Infra: <a href="https://www.linkedin.com/posts/baminfra_vooreenmooiernederland-activity-7180814654166745088-PC2f?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/baminfra_vooreenmooiernederland-activity-7180814654166745088-PC2f?utm_source=share&amp;utm_medium=member_desktop</a></li> </ul>
2023	<ul style="list-style-type: none"> <li>• Schiphol: <a href="https://goingdutch.bike/schiphol-en-hely-starten-nieuw-deelfietsprogramma-met-150-deelfietsen-op-schiphol-oost/">https://goingdutch.bike/schiphol-en-hely-starten-nieuw-deelfietsprogramma-met-150-deelfietsen-op-schiphol-oost/</a></li> <li>• Schiphol, Amsterdam area: <a href="https://goingdutch.bike/meer-mensen-op-de-fiets-in-de-regio-amsterdam/">https://goingdutch.bike/meer-mensen-op-de-fiets-in-de-regio-amsterdam/</a></li> <li>• Europa in Vlaams Brabant: <a href="https://www.linkedin.com/posts/europa-in-vlaams-brabant_stargategreendeal-stargate-fietsen-activity-7080105745744060416-pUmc?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/europa-in-vlaams-brabant_stargategreendeal-stargate-fietsen-activity-7080105745744060416-pUmc?utm_source=share&amp;utm_medium=member_desktop</a></li> <li>• E Bike Store: <a href="https://www.linkedin.com/posts/mike-van-vliet-35273810_prachtige-week-gehad-afgelopen-dagen-activity-7102529928989962240-VmgR?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/mike-van-vliet-35273810_prachtige-week-gehad-afgelopen-dagen-activity-7102529928989962240-VmgR?utm_source=share&amp;utm_medium=member_desktop</a></li> <li>• Green Business Club Zaanstad: <a href="https://www.linkedin.com/posts/green-business-club-zaanstad_goingdutch-nieuwe-participant-van-green-activity-7087734224337674240-pE7-?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/green-business-club-zaanstad_goingdutch-nieuwe-participant-van-green-activity-7087734224337674240-pE7-?utm_source=share&amp;utm_medium=member_desktop</a></li> </ul>
2021	<ul style="list-style-type: none"> <li>• Vervoerregio Amsterdam: <a href="https://vervoerregio.nl/artikel/20210913-social-ride-op-de-fiets-in-de-schipholregio">https://vervoerregio.nl/artikel/20210913-social-ride-op-de-fiets-in-de-schipholregio</a></li> <li>• Area30: <a href="https://goingdutch.bike/area30/">https://goingdutch.bike/area30/</a></li> </ul>

	<ul style="list-style-type: none"> <li>• Start of pilot inventory of traffic safety cycle paths: <a href="https://goingdutch.bike/start-pilot-inventarisatie-verkeersveiligheid-fietspaden/">https://goingdutch.bike/start-pilot-inventarisatie-verkeersveiligheid-fietspaden/</a></li> </ul>
<b>2020</b>	<ul style="list-style-type: none"> <li>• Speed bike safe in crowded areas thanks to speed regulation: <a href="https://goingdutch.bike/613-2/">https://goingdutch.bike/613-2/</a></li> <li>• Building the cycling-community of the future: <a href="https://goingdutch.bike/goingdutch-vergroot-bereikbaarheid-en-mobiliteit-rondom-steden-en-luchthavens-met-slimme-mobiliteit-en-interactieve-fietsroutes/">https://goingdutch.bike/goingdutch-vergroot-bereikbaarheid-en-mobiliteit-rondom-steden-en-luchthavens-met-slimme-mobiliteit-en-interactieve-fietsroutes/</a></li> </ul>
<b>2019</b>	<ul style="list-style-type: none"> <li>• Start of goinGDutch by secretary of state Stientje van Veldhoven: <a href="https://www.youtube.com/watch?v=WHUAzUyWnng">https://www.youtube.com/watch?v=WHUAzUyWnng</a></li> </ul>

## Appendix Reduction target

The reduction targets vary per project.

For Amsterdam Airport Schiphol the target is: From 4.000 employees commuting by bike (year 2019) to 10.000 employees commuting by bike (66.000 total employees).<sup>1</sup>

### Disclaimer

This document is property of ICT Group B.V. No part of it may be reproduced or used in any form or by any means without written permission of the owner.

© 2026 ICT Group B.V., all rights reserved.

---

<sup>1</sup> Source: <https://www.kiesdefiets.nl/fietsambassadeurs/vliegveld-schiphol>



**ICT Group B.V.**  
Weena 788  
3014 DA Rotterdam  
The Netherlands

**P** +31 (0)88 908 2000  
**F** +31 (0)88 908 2500  
**E** [info@ict.nl](mailto:info@ict.nl)  
**W** [www.ictgroup.eu](http://www.ictgroup.eu)